

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. **(Currently Amended)** A computer-implemented method for dynamically determining an optimal price to be charged for a product on an Internet website operated by an Internet merchant, said method comprising the steps of:
  - (a) receiving configuration data from the Internet merchant, wherein such configuration data comprises a sample size of visitors to the Internet website who are to participate in experiments and time-related information concerning the experiments;
  - (b) randomly choosing visitors to the website to participate in the experiments according to the configuration data;
  - (c) running the experiments ~~on randomly chosen visitors~~ according to the configuration data on the randomly chosen visitors to create a model that reflects ~~real-time~~ current market sensitivities concerning the product;
  - ~~(e)~~(d) determining the optimal price for the product using the model acquired in step ~~(b)~~ (c) by electronic manipulation using a processor; and
  - ~~(d)~~(e) displaying the optimal price to the Internet merchant.

2. **(Original)** The method of claim 1, wherein said configuration data includes sampling parameters.
3. **(Currently Amended)** The method of claim 1, wherein said configuration data includes potential prices that are offered to the sampled population in step ~~(b)~~ (c).
4. **(Original)** The method of claim 1, wherein said configuration data includes whether the sampling is to be performed continuously or at discrete intervals.
5. **(Original)** The method of claim 1, wherein said configuration data includes data for segmenting the population into clusters.
6. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal price.
7. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.
8. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.
9. **(Original)** The method of claim 1, wherein an optimal price is determined for each group.
10. **(Currently Amended)** The method of claim 9, additionally comprising updating the website such that a visitor is offered the optimal price determined in step ~~(e)~~ (d) according to the visitor's group.

11. **(Original)** The method of claim 9, wherein groups are determined based upon prior purchasing behavior.

12. **(Original)** The method of claim 9, wherein groups are determined based upon demographic characteristics.

13. **(Currently Amended)** The method of claim 1, wherein step ~~(e)~~ (d) comprises determining a price that optimizes profit.

14. **(Currently Amended)** The method of claim 1, additionally comprising:  
~~(e)~~ (f) automatically updating the website to use the optimal price determined in step ~~(e)~~ (d).

15. **(Currently Amended)** The method of claim 1, additionally comprising:  
~~(e)~~ (f) automatically updating the website to use the optimal price determined in step ~~(e)~~ (d) if the optimal price meets a minimum threshold.

16. **(Currently Amended)** The method of claim 15, wherein the minimum threshold is that the optimal price determined in step ~~(e)~~ (d) is a predetermined percentage better than a currently offered price for the product.

17. **(New)** The method of claim 1, wherein step (d) comprises determining a price that optimizes revenue.

18. **(New)** The method of claim 1, wherein step (d) comprises determining a price that optimizes market share.

19. **(New)** The method of claim 1, wherein step (d) comprises determining a price that optimizes customer satisfaction.

20. **(New)** The method of claim 1, wherein step (d) comprises determining a price that optimizes a resource selected from the group consisting essential of shipping resources and manufacturing resources.